

*McCrorry*  
STORES CORPORATION

1953

**A N N U A L   R E P O R T**



# DIRECTORS AND OFFICERS

## *Directors*

R. F. COPPEDGE, *Chairman*

RANDOLPH CATLIN	A. J. FINK	FRANK J. HUMPHREY, JR.
N. BAXTER JACKSON	HARRY O. LATHAM	WILLIAM L. LESS
LAURENCE W. SIMONDS	LEONARD SPANGENBERG	EUGENE W. STETSON

## *Executive Committee*

LEONARD SPANGENBERG, *Chairman*

R. F. COPPEDGE	A. J. FINK	HARRY O. LATHAM
EUGENE W. STETSON		F. W. PAUL

## *Officers*

R. F. COPPEDGE, (1931) *Chairman of the Board of Directors*

F. W. PAUL (1925)	President
G. C. CHAMBERS (1931)	Vice President
R. A. VROOM (1922)	Vice President
M. O. HILL (1920)	Vice President
L. C. SHOCKLEY (1928)	Vice President
T. C. LAWRENCE (1945)	Financial Vice Pres. & Secretary-Treasurer
C. R. PURDON (1929)	Comptroller

Dates indicate year first employed.

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<b>General Counsel</b>	Sullivan & Cromwell, New York, N. Y.
<b>Auditors</b>	S. D. Leidesdorf & Co., New York, N. Y.
<b>Transfer Agent</b>	Guaranty Trust Company of New York
<b>Registrar</b>	
<b>Common Stock</b>	Bankers Trust Company, New York, N. Y.
<b>Preferred Stock</b>	Chemical Bank & Trust Company, New York, N. Y.
<b>General Office</b>	1107 Broadway, New York, N. Y.

# McCRORY STORES CORPORATION

February 11, 1954

## *To The Stockholders:*

Net earnings of the McCrory Stores Corporation for 1953, before Federal Taxes on Income, were \$7,202,277 and compared with \$6,502,757 in 1952. The net income, after Federal Taxes, for 1953 was equal to \$1.50 per share of common stock, of which \$.06 per share represents income on the sale of property. The income in 1952 amounted to \$1.37 per share.

The Corporation's operations during 1953 resulted in sales of \$104,787,105, a decrease for the year of 2%. The long rise in dollar sales that started in the early forties seems to have leveled off and it is expected that 1954 will be a year of keen competition for the customer's dollar. The Company continues to keep its selling operations flexible, adjusting as necessary to meet local conditions. It is applying the principle of self service where practical to its overall operations, as this method of selling with adequate facilities is a natural development in the variety store field.

Regular quarterly dividends of \$.25 per share on the Common Stock were paid at the end of March, June, September and December. At the end of December an extra dividend of \$.10 per share was paid bringing the total payment for the year to \$1.10.



## REPORT TO STOCKHOLDERS

The major part of the Corporation's capital expenditures in 1953 went into the building of the new Brooklyn store that replaced a former store which opened in 1922. With 2500 feet of lineal counter space and all merchandise priced under 10¢ the old store was then known as the world's largest variety store. The new store opened in November of 1953 and its acceptance by holiday shoppers was spontaneous. The store has close to 70,000 square feet of selling space and offers a selection of high ticket items such as lamps, toasters, cameras, record albums and bicycles as well as the regular merchandise always found in a variety store. In addition to a bakery and meat department offering a selection of basic foods for home consumption, the store has several soft drink and sandwich bars, and restaurant facilities able to accommodate 400 diners at one time. The store is completely modern throughout, with air conditioning, escalators and wide aisles for the convenience of the customers.

The Corporation opened a new store at Key West, Florida in December and enlarged its store on the boardwalk at Atlantic City, New Jersey. Two new locations were obtained at Waynesboro, Pa. and Wichita Falls, Texas and these stores when opened within the next month will complete the building program costing approximately \$3,400,000 for 1953.

In the early part of January 1954 our store at Orange, New Jersey, a modern unit, was completely destroyed by fire. A new store will be built on this location and be opened in the late fall. Two small stores that contributed little to sales or profits were closed at the year end, when their leases terminated. It is not anticipated at this time that the building program in 1954 will exceed \$2,500,000. The annual charge

# McCRORY STORES CORPORATION

for depreciation and amortization will provide the greater portion of these funds.

## CHANGES IN WORKING CAPITAL

	1953	1952
WORKING CAPITAL (at beginning of year) .....	<u>\$13,825,266</u>	<u>\$14,265,850</u>
DEDUCTIONS FROM WORKING CAPITAL:		
Cash Dividends on Preferred and Common Stock .....	\$ 2,718,745	\$ 3,060,897
Capital Assets (expenditures for new and remodeled stores, etc. — Net) .....	3,018,925	2,348,715
Account Receivable — Noncurrent .....	300,000	
Decrease in deferred charges, etc. ....	( 42,606)	( 236,168)
	<u>\$ 5,995,064</u>	<u>\$ 5,173,444</u>
ADDITIONS TO WORKING CAPITAL:		
Net Income .....	\$ 3,627,277	\$ 3,327,757
Amortization and depreciation .....	1,477,218	1,405,103
	<u>\$ 5,104,495</u>	<u>\$ 4,732,860</u>
NET DECREASE IN WORKING CAPITAL .....	<u>\$ 890,569</u>	<u>\$ 440,584</u>
WORKING CAPITAL (at end of year) .....	<u>\$12,934,697</u>	<u>\$13,825,266</u>

Working Capital during the heavy fall inventory period was again expanded by short term bank loans in the amount of \$2,000,000. This amount was repaid before the end of the year. Changes in working capital during the year are reflected in the schedule above.

The splendid cooperation of all persons associated with McCrory Stores Corporation during the past year has been greatly appreciated.

—BY ORDER OF THE BOARD OF DIRECTORS

*R. F. Coppedge*

R. F. COPPEDGE, *Chairman*

*F. W. Paul*

F. W. PAUL, *President*

# REPORT TO STOCKHOLDERS

## *The Story in Brief*

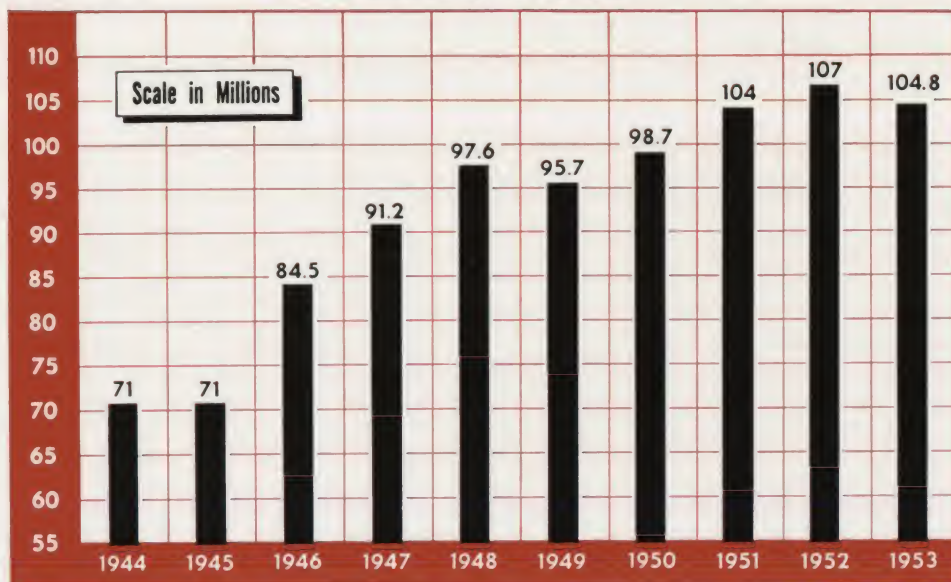
	1953	1952
Sales .....	\$104,787,105	\$106,987,048
Number of Stores .....	211	211
Average Sales per Store .....	496,621	507,048
Employees Compensation and Pension Costs (Including Payroll Taxes) .....	19,289,588	19,407,841
Net Earnings .....	3,627,277	3,327,757
Earned per Share* .....	1.50	1.37
Dividends per Share* .....	1.10	1.25
Taxes per Share* (Federal, State and Local) .....	1.80	1.62
Net Additions to Fixtures and Improvements .....	3,018,925	2,348,715
Working Capital .....	12,934,697	13,825,266
Current Ratio .....	2.51	2.84
Net Worth per Share .....	14.44	14.04
Number of Stockholders .....	7,249	6,753

\*Common Stock Outstanding at End of Year.

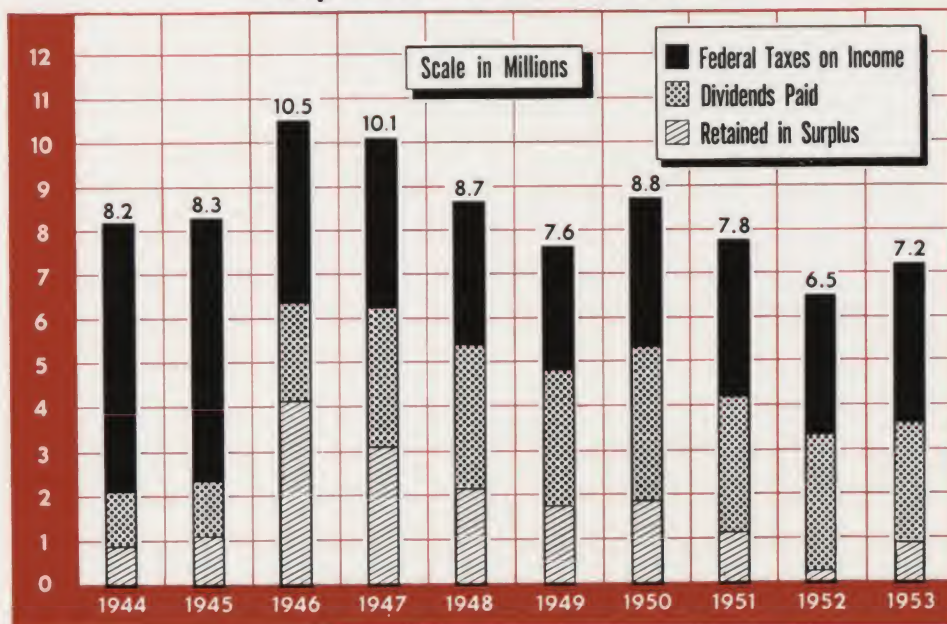


# SALES AND INCOME GRAPHS

## Annual Sales



## Disposition of Income





# ACCOUNTANTS' REPORT

**TO THE BOARD OF DIRECTORS  
McCRORY STORES CORPORATION  
NEW YORK, N. Y.**

We have examined the balance sheet of McCrory Stores Corporation as at December 31, 1953 and the related statement of income and earned surplus for the year then ended. Our examination was made in accordance with generally accepted auditing standards, and accordingly included such tests of the accounting records and such other auditing procedures as we considered necessary in the circumstances.

In our opinion, the accompanying balance sheet and statement of income and earned surplus, together with the notes to financial statements, present fairly the financial position of McCrory Stores Corporation at December 31, 1953, and the results of its operations for the year then ended, in conformity with generally accepted accounting principles applied on a basis consistent with that of the preceding year.

**S. D. LEIDESDORF & CO.**

*Certified Public Accountants*

New York, N. Y.  
February 11, 1954

# McCRORY STORES CORPORATION

*McCrary Sto*

**BALANCE SHEET as at D**

## A S S E T S

CURRENT ASSETS:	1953	1952
Cash on hand, in banks and in transit .....	\$ 6,113,996	\$ 7,500,934
Merchandise inventories—Note A .....	15,265,462	13,805,056
Miscellaneous accounts receivable, less reserve .....	100,064	36,036
Total Current Assets .....	<u>\$21,479,522</u>	<u>\$21,342,026</u>
ACCOUNT RECEIVABLE—Noncurrent .....	<u>\$ 300,000</u>	
FIXED ASSETS:		
Real estate, at adjusted value December 31, 1936 and subsequent additions at cost .....	\$ 6,217,886	\$ 6,206,991
Furniture and fixtures, equipment and utensils, at cost .....	13,185,899	12,730,002
Improvements to leased property, at adjusted value January 1, 1936 and subsequent additions at cost .....	16,850,475	15,254,008
	36,254,260	34,191,001
Less: Reserves .....	11,487,599	10,924,184
Total Fixed Assets .....	<u>\$24,766,661</u>	<u>\$23,266,817</u>
DEFERRED CHARGES:		
Prepaid rents, insurance, taxes, store supplies, etc. ....	\$ 923,506	\$ 924,249
	<u>\$47,469,689</u>	<u>\$45,533,092</u>

## NOTES TO FINAN

Financial statements as at or for the year ended December 31, 1952 are included for comparative purposes only.

### Note A—

Merchandise at stores:	1953	1952
Inventories at the lower of cost or market based upon the retail method of inventory valuation .....	\$11,873,118	\$10,888,692
Inventories at cost—restaurants .....	106,780	112,201
Merchandise at warehouses—at cost .....	923,635	714,467
Merchandise in transit—at cost .....	2,361,929	2,089,696
	<u>\$15,265,462</u>	<u>\$13,805,056</u>

### Note B—

The 3½% Cumulative Convertible Preferred Stock is redeemable at the option of the Corporation, in whole or in part, at \$104 per share, plus accrued dividends to date of redemption, and in the event of voluntary liquidation, is entitled to receive an amount equal to the then redemption price and in the event of involuntary liquidation is entitled to \$100 per share and accrued dividends.

# COMPARATIVE BALANCE SHEET

## es Corporation

December 31, 1953 and 1952

### LIABILITIES

CURRENT LIABILITIES:	1953	1952
Accounts payable—including merchandise in transit .....	\$ 4,031,496	\$ 3,437,881
Accrued expenses, taxes, rents, salaries, etc. ....	3,682,450	3,642,302
Reserve for Federal taxes on income .....	3,830,879	3,436,577
Less: U. S. Treasury notes .....	(3,000,000)	(3,000,000)
Total Current Liabilities .....	<u>\$ 8,544,825</u>	<u>\$ 7,516,760</u>
CAPITAL STOCK AND SURPLUS — Notes B, C and D:		
Preferred Stock—par value \$100.00 per share:		
Authorized .....	80,000 shares	
3½% Series—Cumulative Convertible		
Outstanding .....	59,893 shares	
	\$ 5,989,300	\$ 5,989,300
Common Stock—par value \$.50 per share:		
Authorized .....	2,800,000 shares	
Issued and outstanding .....	2,281,017 shares	
	1,140,508	1,140,508
Capital Surplus (no change during the year) ..	7,723,474	7,723,474
Earned Surplus (since January 1, 1936) .....	24,071,582	23,163,050
	<u>\$38,924,864</u>	<u>\$38,016,332</u>
	<u>\$47,469,689</u>	<u>\$45,533,092</u>

### IAL STATEMENTS

#### Note C—

Of the total of 2,800,000 shares of Common Stock authorized 299,465 shares are reserved for issuance upon conversion of the 3½% Cumulative Convertible Preferred Stock.

#### Note D—

Pursuant to certain restrictions in connection with the authorization of the 3½% Cumulative Convertible Preferred Stock, Capital and Earned Surplus as at December 31, 1953 in the approximate amount of \$16,200,000 is not available for dividends on the Common Stock.

#### GENERAL—

At December 31, 1953 the minimum annual rentals upon property leased to the Corporation under 253 leases expiring after December 31, 1956 amount to approximately \$3,400,000, plus real estate taxes, insurance, etc.

The accompanying financial statements are subject to final determination of Federal and state taxes.



# McCRORY STORES CORPORATION

## *Statement of Income and Earned Surplus*

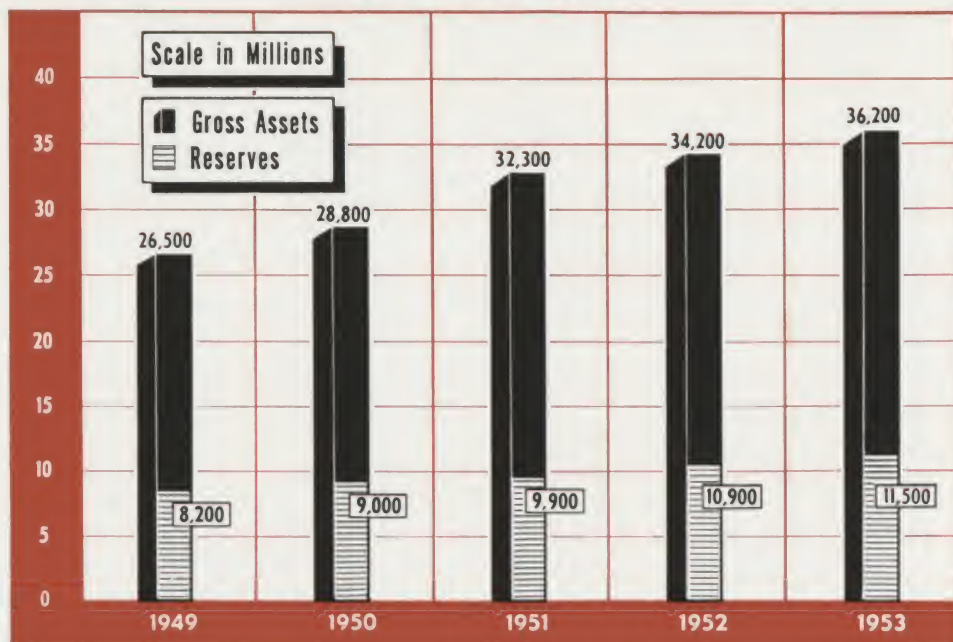
For the Years Ended December 31, 1953 and 1952

	1953	1952
SALES (merchandise, restaurant and concession) ..	\$104,787,105	\$106,987,048
<b>COST OF GOODS SOLD AND OPERATING EXPENSES</b>		
(including occupancy and general and administrative expenses) .....	96,178,740	99,056,620
	<u>8,608,365</u>	<u>7,930,428</u>
<b>OTHER INCOME:</b>		
Income from sale of property .....	155,328	3,299
Miscellaneous income, less other deductions ..	(84,198)	(25,867)
	<u>71,130</u>	<u>(22,568)</u>
Net income before depreciation, amortization and Federal taxes on income .....	8,679,495	7,907,860
Depreciation and amortization .....	<u>1,477,218</u>	<u>1,405,103</u>
Net income before Federal taxes on income .....	7,202,277	6,502,757
Provision for Federal taxes on income .....	<u>3,575,000</u>	<u>3,175,000</u>
<b>NET INCOME</b> .....	3,627,277	3,327,757
<b>EARNED SURPLUS (since January 1, 1936) as at</b>		
December 31, 1952 and 1951 .....	23,163,050	22,896,190
	<u>26,790,327</u>	<u>26,223,947</u>
<b>Dividends paid on:</b>		
Common Stock 1953—\$1.10 per share .....	2,509,119	
1952—\$1.25 per share .....		2,851,271
Preferred Stock .....	209,626	209,626
	<u>2,718,745</u>	<u>3,060,897</u>
<b>EARNED SURPLUS (since January 1, 1936) as at</b>		
December 31, 1953 and 1952—Note D .....	<u>\$ 24,071,582</u>	<u>\$ 23,163,050</u>

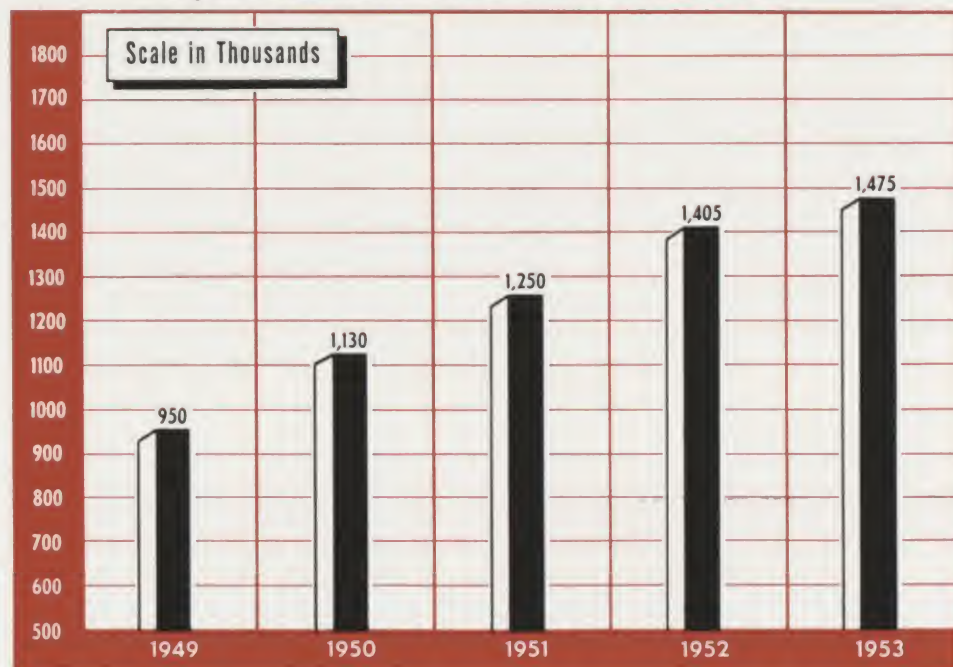
The Notes to Financial Statements are an integral part of this statement and should be read in conjunction herewith.

# FIXED ASSETS GRAPHS

## Fixed Assets



## Depreciation and Amortization





# McCRORY STORES CORPORATION

## Ten Year Summary

(In thousands of dollars)

	1953	1952	1951
SALES	\$104,787	\$106,987	\$104,222
Cost of Sales, including occupancy expenses	71,192	73,286	71,011
Selling, general and administrative expenses	24,987	25,771	24,378
Depreciation and amortization	1,477	1,405	1,252
Other Income, less other deductions	71	(22)	248
NET INCOME Before Federal Taxes	7,202	6,503	7,829
Federal Taxes on Income	3,575	3,175	3,740
NET INCOME	\$ 3,627	\$ 3,328	\$ 4,089
Cash Dividends on Preferred Stock	210	210	210
Cash Dividends on Common Stock	2,509	2,851	2,851
*Net Income per share of Common Stock	1.50	1.37	1.70
*Cash Dividends per share of Common Stock	1.10	1.25	1.25
Number of Stores	211	211	206

## Financial Position -

WORKING CAPITAL	1953	1952	1951
Current Assets			
Cash and U.S. Government Securities	\$ 6,114	\$ 7,501	\$ 8,778
Merchandise Inventories	15,266	13,805	13,372
Miscellaneous Accounts Receivable	100	36	744
Total Current Assets	21,480	21,342	22,894
Current Liabilities	8,545	7,517	8,628
WORKING CAPITAL	12,935	13,825	14,266
OTHER ASSETS			
Account Receivable — Noncurrent	300	—	—
Deferred Charges, etc.	923	924	1,097
Fixed Assets, Less Reserves for Depreciation and Amortization	24,767	23,267	22,387
	38,925	38,016	37,750
OTHER LIABILITIES			
Long Term Debt	—	—	—
NET ASSETS	\$ 38,925	\$ 38,016	\$ 37,750
Represented by			
Preferred Stock	\$ 5,990	\$ 5,990	\$ 5,990
Common Stock and Surplus	32,935	32,026	31,760
	\$ 38,925	\$ 38,016	\$ 37,750
*NET WORTH PER SHARE OF COMMON STOCK	\$ 14.44	\$ 14.04	\$ 13.92

\*Number of shares of Common Stock has been adjusted to reflect 2 for 1 split during April 1951.



# TEN YEAR SUMMARY

## Statement of Income

1950	1949	1948	1947	1946	1945	1944
\$98,665	\$95,767	\$97,588	\$91,225	\$84,509	\$71,282	\$71,324
66,140	65,137	66,088	61,336	56,645	48,182	48,433
22,930	22,249	22,139	19,569	16,999	14,060	13,932
1,130	951	746	674	651	667	712
340	156	74	407	324	(91)	(64)
8,805	7,586	8,689	10,053	10,538	8,282	8,183
3,540	2,755	3,200	3,750	4,000	5,910	6,000
<u>\$ 5,265</u>	<u>\$ 4,831</u>	<u>\$ 5,489</u>	<u>\$ 6,303</u>	<u>\$ 6,538</u>	<u>\$ 2,372</u>	<u>\$ 2,183</u>
210	210	210	210	205	225	300
3,135	2,850	3,193	3,022	2,280	995	990
2.21½	2.02½	2.31½	2.67	2.77½	1.00	.95
1.37½	1.25	1.40	1.32½	1.00	.50	.50
205	201	202	199	199	199	203

## December 31, 1944—1953

1950	1949	1948	1947	1946	1945	1944
\$ 8,642	\$10,876	\$12,195	\$15,003	\$15,632	\$14,197	\$13,660
15,678	11,407	11,379	11,908	8,271	5,131	5,698
96	48	114	190	101	189	45
24,416	22,331	23,688	27,101	24,004	19,517	19,403
8,464	6,754	6,782	9,098	6,811	7,517	8,012
15,952	15,577	16,906	18,003	17,193	12,000	11,391
—	—	—	—	—	—	—
968	909	1,142	1,133	1,124	809	1,294
19,800	18,316	14,983	11,809	10,744	10,285	10,850
36,720	34,802	33,031	30,945	29,061	23,094	23,535
—	—	—	—	72	—	2,625
<u>\$36,720</u>	<u>\$34,802</u>	<u>\$33,031</u>	<u>\$30,945</u>	<u>\$28,989</u>	<u>\$23,094</u>	<u>\$20,910</u>
\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000	\$ 6,000
30,720	28,802	27,031	24,945	22,989	17,094	14,910
<u>\$36,720</u>	<u>\$34,802</u>	<u>\$33,031</u>	<u>\$30,945</u>	<u>\$28,989</u>	<u>\$23,094</u>	<u>\$20,910</u>
<u>\$ 13.47</u>	<u>\$ 12.63</u>	<u>\$ 11.85½</u>	<u>\$ 10.94</u>	<u>\$ 10.08</u>	<u>\$ 8.24</u>	<u>\$ 7.53</u>

# 211 McCrory Stores

## 211 McCrory Stores . . .

### Arkansas (3)

Eldorado  
Fort Smith  
Jonesboro

### Connecticut (1)

Danbury

### Delaware (1)

Dover

### Dist. of Col. (1)

Washington

### Florida (39)

Arcadia  
Bartow  
Bradenton  
Clearwater  
Daytona Beach  
128 S. Beach St.  
814 Main St.  
Deland  
Fort Lauderdale  
Fort Myers  
Fort Pierce  
Gainesville  
Homestead  
Jacksonville  
Key West  
Kissimmee  
Lake City  
Lakeland

### Fla. (cont.)

Leesburg  
Live Oak  
Melbourne  
Miami  
Miami Beach  
New Smyrna  
Ocala  
Orlando  
Palatka  
Panama City  
Plant City  
Punta Gorda  
Quincy  
Sanford  
Sarasota  
St. Augustine  
St. Petersburg  
425 Central Ave.  
3270 Central Ave.  
Tallahassee  
Wauchula  
West Palm Beach  
Winter Haven

### Georgia (8)

Atlanta  
Bainbridge  
Columbus  
Cordele  
Savannah  
Tifton  
Valdosta  
Waycross

### Indiana (3)

Anderson  
Indianapolis  
Terre Haute

### Kentucky (2)

Louisville  
Lexington

### Louisiana (3)

Lafayette  
New Orleans  
1626 Dryades St.  
1005 Canal St.

### Maryland (8)

Baltimore  
Cambridge  
Crisfield  
Cumberland  
Easton  
Frederick  
Hagerstown  
Salisbury

### Massachusetts (2)

New Bedford  
1115 Acushnet Ave.  
1009 S. Water St.

### Mississippi (3)

Gulfport  
Jackson  
McComb

### Missouri (1)

St. Louis

### New Jersey (12)

Asbury Park  
Atlantic City  
Burlington  
Camden  
Clifton  
Jersey City  
Newark  
Orange  
Passaic  
Perth Amboy  
Rahway  
Union

### New York (9)

Bay Shore, L. I.  
Brooklyn  
†Flushing, L. I.  
Johnson City  
Long Island City  
New York City  
Niagara Falls  
Reno Park  
Syracuse

### North Carolina (5)

Dunn  
Fayetteville  
Fort Bragg  
Roanoke Rapids  
Tarboro

# IN TWENTY-TWO STATES\*

## ... In Twenty-two States\*

### Ohio (9)

Canton  
Cleveland  
Dayton  
East Liverpool  
Hamilton  
Kent  
Springfield  
Steubenville  
Youngstown

### Pennsylvania (55)

Allentown  
Altoona  
Barnesboro  
Bethlehem  
Bradford  
Bristol  
Brookville  
Canonsburg  
Carlisle  
Carnegie  
Chambersburg  
Charleroi  
Chester  
Clearfield  
Connellsville  
Cresson  
Donora  
DuBois  
Ebensburg  
Emporium

### Pa. (cont.)

Franklin  
Greensburg  
Hanover  
Homestead  
Huntingdon  
Indiana  
Johnstown  
Kane  
Lancaster  
Lebanon  
Lewistown  
Monongahela  
Mt. Pleasant  
Patton  
Philadelphia  
1205 Market St.  
919 Market St.  
Philipsburg  
Pittsburgh  
105 E. Ohio St.  
314 Fifth Avenue  
Portage  
Pottstown  
Punxsutawney  
Reading  
Reynoldsville  
Ridgway  
Scranton  
Somerset  
South Fork  
Tyrone  
Vandergrift  
Waynesboro  
Waynesburg  
Wilkes-Barre  
Windber  
York

### South Carolina (8) Texas (cont.)

Aiken  
Chester  
Columbia  
Gaffney  
Georgetown  
Greenwood  
Newberry  
Rock Hill

Taylor  
Terrell  
Waco  
Wichita Falls

### Virginia (8)

Arlington  
Cape Charles  
Charlottesville  
Front Royal  
Harrisonburg  
Pulaski  
Staunton  
Winchester

### Tennessee (5)

Bristol  
Kingsport  
Morristown  
Oak Ridge  
Memphis

### Texas (14)

Big Spring  
Corpus Christi  
Denton  
Fort Worth  
Galveston  
Hillsboro  
McAllen  
Nacogdoches  
Palestine  
San Antonio

### West Virginia (11)

Charleston  
Clarksburg  
Fairmont  
Grafton  
Huntington  
Mannington  
Martinsburg  
Morgantown  
New Martinsville  
Parkersburg  
Wheeling

\*And the District of Columbia.

†Stores contemplated or under Construction.

Stockrooms at New York, N. Y. and Huntingdon, Pa.







